



Indy.Code()

AT



IUPUI

What is Indy.Code()?

Indy.Code() is an upcoming professional software development conference in the Indianapolis Metro area. With a great diversity of sessions covering all aspects of software development and delivery, Indy.Code() is a must-attend event for any serious software professional.

10TH-11TH
AUGUST
2023

We are so glad you are here!

It is our goal to make your interactions with our attendees as valuable as possible. This year the conference is at the wonderful IUPUI, a state-of-the-art partnership between Indiana and Purdue universities, housing Indiana's urban research and academic health sciences campus.

The conference brings together some of the brightest and best software development professionals in the industry to share their industry knowledge and experiences. With its amazing sessions covering everything from Agile methodology to cutting-edge tools and frameworks, Indy.Code() draws hundreds of local talented individuals from the region committed to continual learning and growth. The conference is an excellent forum to reach potential new talent, and your sponsorship of the event provides visibility and networking opportunities while supporting your local tech community.

BENEFITS OF SPONSORSHIP

Make valuable new contacts.

We do not have to tell you how difficult it is to find experienced software development staff.

In this highly competitive market, the value of quality contacts cannot be overstated. Indy.Code() attendees are exactly the kind of professionals you want to be talking to.

When you sponsor at the Silver level or above you are entitled to a booth at the event where we incentivize attendees to visit you. There is no better way to expand your network with high-quality contacts.

Be a part of a growing community.

Sponsoring is not only a great investment, it is a great way to support the amazing software development community in Indiana. You will help the community grow sophisticated and passionate software development professionals. The people who become a part of our community tend to be more engaged members of their field and strive to keep their skills on the cutting edge.

They are the ones who are interested in career advancement and need your help to reach their goals.

ATTENDEE DEMOGRAPHICS

39% identified as Software Developer/Software Engineer/Web Developer/.Net Developer etc.

31% identified as Senior/Lead Software Developer/Software Engineer/Web Developer/.Net Developer

12% identified as Project Managers/Scrum Masters/Product Owners/QA

5% identified as Junior Software Developer/
Software Engineer/Web Developer/.Net Developer

The rest were a mix that included President, Manager, SysAdmin, Director, Project Manager, COO, etc.

Indy.Code()

BRONZE \$500.00

- Logo on Sponsor's page
- Social media posting
- Half-page ad in program

SILVER \$2,000.00

- All Bronze benefits plus...
- Standard booth at Indy.Code()
- Inclusion in Giveaways
- One Badge Scanner

GOLD \$2,800.00

- All Silver benefits, plus...
- One attendee badge
- 10% discount on attendee badges
- Drink ticket giveaway at Attendee Party
- Full-page ad in program
- Two Badge Scanners

PLATINUM \$3,500.00 **(Limited Quantity)**

- Premium booth at Indy.Code()
- Two attendee badges
- Prominent placement of logo on site
- 10% discount on attendee badges
- Drink ticket giveaway at attendee party
- Full-page ad in program
- Three Badge Scanners

RHODIUM \$5,000.00 **(One available)**

- Company Logo on Lanyard
- Company Logo on Badge
- Introduction in Opening Comments
- A Company Mention in all Attendee Correspondence
- A Company Blurb included in Wrap-Up Attendee Email
- Premium booth at Indy.Code()
- Three attendee badges
- Three Badge Scanners
- Dedicated slide in opening comments
- Prominent placement of logo on site
- 20% discount on attendee badges
- Drink ticket giveaway at attendee party
- Full-page ad in program

What is a "premium" booth?

A premium booth has the following perks:

- Double-sized booth
- 4 booth badges
- Preferred booth placement

Booth badges are for individuals who will be staffing a booth at Indy.Code() and are freely transferable so your booth can be worked in shifts.

Anyone wishing to attend sessions needs to purchase an attendee badge.

What is provided with a booth?

For standard booths we provide one table with skirting and two chairs.

Premium booths come with two tables and four chairs.

Is lunch provided?

Lunch and snacks are provided for anyone with a booth or attendee badge.

Can I get a list of attendees after the event?

Unfortunately, no. It is a violation of the CAN-SPAM Act to distribute or sell contact information without explicit permission. We are offering Badge Scanners as a convenient method for you to collect attendee contact information.

Are there any restrictions on what I can give away at my booth or for my door prize?

The only restrictions pertain to certain types of food and beverages. While small candies, mints, fun-size candy bars, and the like are allowed, Convention Center policy prohibits soda, full-size candy bars, pastries, and other similar items. There are no restrictions to what your door prize will be. We do encourage you to make it something that is widely appealing to a large audience as to attract as many badge scans as possible!

"Keyhole has found Amegala conferences to be extremely valuable. We have brought aboard multiple employees that we met initially there. It provided a good platform where we could actually create relationships with skilled people: attendees could attend sessions from our experts, learn from our speakers, and then stop by our booth to learn more about what we do. It gave our team visibility and provided the platform to get to know people in the community."

- Lauren Fournier, Keyhole Software



Attendee Party Sponsor \$1500

Our attendee parties have become some of the best networking events in the mid-west, with food, live music and tons of fun.

Feature yourself as a premier supporter!

Speaker Dinner Sponsor \$2000

Our speakers represent the cream of the crop - they are among the best and brightest in the country, and this is your opportunity to network with them more closely.

Lanyard Sponsor \$1000

Put your logo on the official Indy.Code lanyard that attendees will wear and then take home. Become part of this essential keepsake.

Badge Sponsor \$1000

Add your name and logo to the Indy.Code conference badges. Badges are an important part of the conference and having your logo prominently displayed will keep you top of mind.

Custom Sponsorship \$????

Do you have an idea? We would love to hear it! It's important for us to represent your company and brand in a way that fits you best. We will do whatever it takes to help you market yourself to the top developers in the Midwest.

Indy's largest and best professional software development conference!

AMAZING networking opportunities!!!

TONS of sessions covering all aspects of the field; including DevOps, Open-Source, Agile, AI and Machine Learning, Frontend Development, .NET, Cloud, Automated Testing, Application Security, SEO, Application Architecture, SOLID Principles, and so much more!